

Quill Increases Organic Blog Traffic by Over 270% In 1 year by Improving Page Load Time and Content Strategy



BRIGHTEDGE CASE STUDY

THE OPPORTUNITY

Feygin wanted Quill.com to develop a quality content hub that would: have content that resonates with existing and new customers, drive organic traffic/revenue to the ecommerce platform, and be cutting-edge on the technical front. Yet the existing content hub/blog simply did not meet the criteria.

THE SOLUTION

He devised a company-wide content strategy that efficiently lays out where to house each type of content, researched the latest technology with external partners, and partnered with exceptional content agencies that focus on driving organic traffic. The content strategy plan was a large undertaking that heavily relied on the utilization of competitive data available through Data Cube. He was then able to see exactly the type of content that was ranking and build out a keyword strategy. After thoroughly testing best day and time of day to release content – he increased the cadence of publication to 3 per week. Feygin also redesigned the web site to improve navigation and the user experience.

On the technical and design front, he did a site audit and closely examined the Recommendations to build out a technical plan of execution. He decided to focus on page load time (initially over 3 seconds) and worked closely to have WebP, Brotli, HTTPS, and other technology executed to ensure Google Page Speed was at a minimum 95th percentile across the board with mobile and desktop experience. He also worked to ensure that the new design was responsive, had contextual ad modules, and had a great user experience. He also was able to successfully migrate the blog from a subdomain to a directory on the site through the utilization of their CDN provider.

THE RESULTS

Load time decreased to well under 1 second (normally around .5), 98% content indexation on search engines, the number of keywords ranking on page 1 increased by over 800%, organic traffic grew 272% YoY, all of which proves the gains attributable are to the new content and SEO strategies.



Eugene Feygin
SEO Program Manager
www.quill.com



“ A content strategy is key for any SEO campaign and BrightEdge was instrumental to our success.